IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Group Art Unit: 3623

Gurpreet Ahlumalia et al.

Examiner: Akiba K. Robinson Boyce

Serial No.: 09/542,413

Filed: April 4, 2000

For: ONLINE SYSTEM AND METHOD OF REPORTING
RELATED TO ORDERS FOR CONSUMER PRODUCT
HAVING SPECIFIC CONFIGURATIONS

Attorney Docket No.: FMC 1733 PUSP (81049969)

# APPEAL BRIEF UNDER 37 C.F.R. § 41.37

**Mail Stop Appeal Brief - Patents**
Commissioner for Patents
U.S. Patent & Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is an appeal brief from the final rejection of claims 1-41 in the final Office Action mailed September 7, 2004. Applicants filed a Notice of Appeal on November 17, 2004. This application was filed on April 4, 2000.

## I. REAL PARTY IN INTEREST

The real party in interest is Ford Motor Company, a corporation organized and existing by virtue of the laws of the State of Delaware, and having a place of business at Dearborn, County of Wayne, and State of Michigan, as set forth in the assignment recorded in the United States Patent and Trademark Office on April 4, 2000 at Reel 010763, Frame 0542.

## II.  RELATED APPEALS AND INTERFERENCES

There are no appeals or interferences known to the Appellant, the Appellant's legal representative, or the Assignee which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

## III.  STATUS OF CLAIMS

Claims 1-41 are pending in this application.  Claims 1-41 stand rejected and are the subject of this appeal.

## IV.  STATUS OF AMENDMENTS

All amendments have been entered by the Examiner.

## V.  SUMMARY OF CLAIMED SUBJECT MATTER

Three independent claims are subject to this appeal, claims 1, 14, and 29.

Claim 1 is drawn to an online system for generating reports related to manufactured consumer product online orders.  Figure 33.  The system includes at least one presentation application operable to capture user online session data including a presentation application identifier, session identifier, user data, user click stream data, and manufactured product configurations selected by the user, and generate a session report message incorporating the user online session data.  p. 57, ll. 28-31.  The system also includes a web server in communication with the presentation application and operable to receive the session report message.  p. 58, ll. 18-32.  Moreover, the system includes a report processor operable to receive the session report message, and storing the user online session data in a report database.  p. 58, ll. 18-32.  The report processor is operable to generate a report related to manufactured product online orders based on at least a portion of the information stored in the report database.  p. 60, ll. 16-18.

Claim 14 is drawn to a method of processing and storing data associated with online orders for consumer manufactured products having particular manufactured product

configurations. Figure 33. The method includes capturing an online order containing at least one manufactured product identifier and at least one manufactured product configuration submitted by an online customer. p. 57, ll. 28-31. The method also includes capturing click stream data generated during an online session during which the online customer submitted the online order. p. 58, ll. 6-9. Furthermore, the method includes storing the online order and click stream data in a report database. p. 58, ll. 18-32. The method also includes generating a report related to consumer manufactured product online orders based on at least a portion of the information stored in the report database. p. 60, ll. 16-18.

Claim 29 is drawn to a method of reporting data associated with online orders for manufactured consumer products having particular product configuration. Figure 33. The method includes capturing a manufactured product configuration selected by an online customer. p. 57, ll. 28-31. The method also includes capturing an online order containing at least one manufactured product identifier and specifying the manufactured product configuration. p. 57, ll. 28-31. Moreover, the method includes capturing click stream data generated during an online session during which the online customer submitted the online order. p. 58, ll. 6-9. The method also includes storing the manufactured product configuration, online order and click stream data in a report database. p. 58, ll. 18-32. Furthermore, the method includes generating reports related to the manufactured product configuration, online order, and click stream data. p. 60, ll. 16-18.

## VI.  GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Claims 1, 3-5, 8, 14-20, and 29-34 stand rejected under 35 U.S.C. § 103(a) as being unpatentable in view of U.S. Patent No. 5,778,182 (Cathey).

Claims 2, 6, 7, 9, 10, 22, 23, 27, 28, 36, 37, 40, and 41 stand rejected under 35 U.S.C. § 103(a) as being unpatentable in view of Cathey in further view of U.S. Patent No. 6,377,993 (Brandt).

Claims 11, 26, and 39 stand rejected under 35 U.S.C. § 103(a) as being unpatentable in view of Cathey in further view of U.S. Patent No. 6,073,105 (Sutcliffe).

Claims 12, 13, 21, 24, 25, 35, and 38 stand rejected under 35 U.S.C. § 103(a) as being unpatentable in view of Cathey in further view of U.S. Patent No. 5,794,219 (Brown).

## VII. ARGUMENT

### A.    Claims 1, 14, and 29 Are Patentable Under 35 U.S.C. § 103(a)

Claims 1, 14 and 29 stand rejected under 35 U.S.C. § 103(a) as being unpatentable in view of U.S. Patent No. 5,778,182 (Cathey).

Addressing the Applicant's Arguments in the Final Office Action, the Examiner opines "the Applicant argues that Cathey fails to teach the generation of reports for manufactured products." Final Office Action, September 7, 2004, p. 14. The Examiner states that "[i]t is true that Cathey does track usage information for television programs and applications, however, in col. 4, lines 55-63, Cathey shows that subscribers are monitored by supervising when viewers turn 'on' and 'off' their set top boxes." *Id.* According to the Examiner, "[i]n this [sic] cases, the set top box or television represents the manufactured product." *Id.* The Examiner rejected claims 14 and 29 "for reasons similar to those for claim 1." *Id.*, p. 15. Applicant respectfully requests the Board to reconsider the rejection of claims 1, 14 and 29 because Cathey fails to teach, suggest, or disclose various aspects of claims 1, 14 and 29.

Cathey does not teach, disclose, or suggest claim 1. For instance, claim 1 recites "a report processor ... operable to generate a report related to manufactured product online orders". Cathey does not teach, disclose, or suggest the generation of reports related to <u>manufactured product online orders</u>. According to the Examiner, the following passage of Cathey teaches this limitation:

> FIG. 2 illustrates the process for monitoring subscriber related activities that lead to the generation of usage event records. The interactive television server 14, includes two types of applications known as the gopher application and all other title

applications. The gopher application, which is a supervisor process to all title applications, is aware <u>when viewers turn "on" and "off" their set top box</u>, change channels, identify themselves or attempt to validate their password.

Cathey, col. 4, ll. 55-63 (emphasis added).

Cathey does not teach, disclose, or suggest that the set top box is related to <u>a manufactured product online order</u>. Instead, the set top box interfaces with a gopher application, which monitors "usage information in an interactive television or computer network environment." col. 1, ll. 5-6. To the extent that Cathey tracks usage information, the tracking is directed at television programs and applications, for example, video games or interactive program, not manufactured product online orders. Cathey simply does not teach a report processor operable to generate a report related to <u>manufactured product online orders</u>. Cathey proposes a system and method that "can monitor and track the usage of various titles available in an interactive television system." col. 1, ll. 32-35. The set top box aids in this tracking, and is not the subject of it. Cathey does not generate reports relating to manufactured products (for example, automobile vehicles) that are ordered online. For at least this reason, claim 1 is patentable in light of the Cathey reference and the other references of record.

Claim 14 is patentable over Cathey for reasons similar to those for claim 1. Claim 14 recites "capturing an online order containing at least one manufactured product identifier and at least one manufactured product configuration submitted by an online user." For at least the reasons as urged above, claim 14 is patentable over Cathey since Cathey's teachings are limited to tracking of usage information in an interactive television or computer network environment.

Claim 29 is patentable over Cathey for reasons similar to those for claims 1 and 14. Claim 29 recites "capturing a manufactured product configuration by an online customer." At least this step of claim 29 is not disclosed, taught or suggested by Cathey.

The other art of record also do not teach, disclose, or suggest the claimed invention. The Examiner has made several obviousness rejections of dependent claims based

on different combinations of references. These references include Cathey, Brandt, Sutcliffe, and Brown. In combination, or taken individually, these references do not teach, disclose, or suggest the claimed invention.

The fee of $340.00 as applicable under the provisions of 37 C.F.R. § 41.20(b)(2), as well as any additional fees or credits, should be applied to Deposit Account 06-1510 (Ford Global Technologies, Inc.). A duplicate of this page is enclosed for that purpose.

Respectfully submitted,

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Enclosure - Appendices

# VIII.  <u>CLAIMS APPENDIX</u>

1.  An online system for generating reports related to manufactured consumer product online orders, comprising:

at least one presentation application operable to capture user online session data including a presentation application identifier, session identifier, user data, user click stream data, and manufactured product configurations selected by the user, and generate a session report message incorporating the user online session data;

a web server in communication with the presentation application and operable to receive the session report message; and

a report processor operable to receive the session report message, and storing the user online session data in a report database; wherein the report processor is operable to generate a report related to manufactured product online orders, based on at least a portion of the information stored in the report database.

2.  The system, as set forth in claim 1, wherein the session report message further comprises manufactured product identifiers having the user-selected manufactured product configuration in-inventory and in-process identified in a user-initiated online search.

3.  The system, as set forth in claim 1, wherein the session report message further comprises session start date and time, session end date and time, and entry and exit web pages.

4.  The system, as set forth in claim 1, wherein the session report message further comprises a user identifier.

5. The system, as set forth in claim 1, wherein the session report message further comprises a configuration identifier assigned to each user-selected manufactured product configuration.

6. The system, as set forth in claim 1, wherein the report processor comprises a report log utility operable to receive the session report message and cleanse the session data therein.

7. The system, as set forth in claim 6, wherein the report processor further comprises a data collector operable to receive the cleansed session data from the report log utility and storing the session data in the report database.

8. The system, as set forth in claim 1, further comprising a workflow manager operable to receive order messages related to the placement of online orders for the manufactured products, and to route a copy of the order messages to the web server for processing by the report processor and storage in the report database.

9. The system, as set forth in claim 1, further comprising a workflow manager operable to receive lead messages related to leads for contacting customers about the manufactured products, and to route a copy of the lead messages to the web server for processing by the report processor and storage in the report database.

10. The system, as set forth in claim 1, further comprising a workflow manager operable to receive status messages related to the status of online orders, and route a copy of the status messages to the web server for processing by the report processor and storage in the report database.

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11. The system, as set forth in claim 1, further comprising credit messages generated by a credit processor containing customer credit and financing information being processed by the report processor and stored in the report database.

12. The system, as set forth in claim 1, further comprising dealer messages containing participating dealership information being processed by the report processor and stored in the report database.

13. The system, as set forth in claim 1, wherein the manufactured products are automotive vehicles.

14. A method of processing and storing data associated with online orders for consumer manufactured products having particular manufactured product configurations, comprising:
capturing an online order containing at least one manufactured product identifier and at least one manufactured product configuration submitted by an online customer;
capturing click stream data generated during an online session during which the online customer submitted the online order;
storing the online order and click stream data in a report database; and
generating a report related to consumer manufactured product online orders based on at least a portion of the information stored in the report database.

15. The method, as set forth in claim 14, further comprising:
generating an order message incorporating the at least one manufactured product identifier and the at least one product configuration; and
sending the order message to a report processor for processing.

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16. The method, as set forth in claim 14, further comprising:

generating a session data message incorporating the click stream data; and

sending the order message to a report processor for processing.

17. The method, as set forth in claim 14, wherein capturing the click stream data comprises:

capturing a session identifier; and

capturing a customer identifier.

18. The method, as set forth in claim 14, wherein capturing the click stream data comprises:

capturing click stream data associated with user input to select a manufactured product configuration; and

generating and capturing a configuration identifier for each user-selected manufactured product configuration.

19. The method, as set forth in claim 14, wherein capturing the click stream data comprises:

capturing an online session starting point; and

capturing an online session ending point.

20. The method, as set forth in claim 14, wherein capturing the online order comprises:

capturing an online order number;

capturing a session identifier during which the online order was placed by the customer;

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capturing a configuration identifier of the manufactured product configuration; and

capturing a manufactured product identifier.

21. The method, as set forth in claim 14, wherein capturing the online order comprises:

capturing order information;

capturing order status; and

capturing dealer action needed.

22. The method, as set forth in claim 14, further comprising:

extracting the session data from the session data message; and

cleansing the session data.

23. The method, as set forth in claim 14, further comprising:

receiving an online contact lead message containing customer data;

extracting the customer data; and

storing the customer data in the report database.

24. The method, as set forth in claim 14, further comprising:

capturing participating dealer information;

generating a dealer message containing the participating dealer information; and

storing the participating dealer information in the report database.

25. The method, as set forth in claim 24, further comprising generating a dealer report.

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26. The method, as set forth in claim 14, further comprising:

capturing customer credit and financing information;

generating a customer credit message containing the customer credit and financing information; and

storing the customer credit and financing information in the report database.

27. The method, as set forth in claim 14, further comprising generating a report on metrics related to the online orders.

28. The method, as set forth in claim 14, further comprising generating a report on metrics related to the click stream data.

29. A method of reporting data associated with online orders for manufactured consumer products having particular product configuration, comprising:

capturing a manufactured product configuration selected by an online customer;

capturing an online order containing at least one manufactured product identifier and specifying the manufactured product configuration;

capturing click stream data generated during an online session during which the online customer submitted the online order;

storing the manufactured product configuration, online order and click stream data in a report database; and

generating reports related to the manufactured product configuration, online order, and click stream data.

30. The method, as set forth in claim 29, further comprising:

generating an order message incorporating the manufactured product identifier and the manufactured product configuration; and

sending the order message to a report processor for processing.

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31. The method, as set forth in claim 29, further comprising:

generating a session data message incorporating the click stream data; and

sending the order message to a report processor for processing.

32. The method, as set forth in claim 29, wherein capturing the click stream

data comprises:

capturing a session identifier;

capturing a customer identifier;

capturing an online entry point for the session; and

capturing an online end point for the session.

33. The method, as set forth in claim 29, wherein capturing the click stream

data comprises:

capturing click stream data associated with user input to select a manufactured

product configuration; and

generating and capturing a configuration identifier for each user-selected

manufactured product configuration.

34. The method, as set forth in claim 29, wherein capturing the online order

comprises:

capturing an online order number;

capturing a session identifier during which the online order was placed by the

customer;

capturing a configuration identifier of the manufactured product configuration;

and

capturing a manufactured product identifier.

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35. The method, as set forth in claim 29, wherein capturing the online order comprises:

capturing order information;

capturing order status; and

capturing dealer action needed.

36. The method, as set forth in claim 29, further comprising:

extracting the session data from the session data message; and

cleansing the session data.

37. The method, as set forth in claim 29, further comprising:

receiving an online contact lead message containing customer data;

extracting the customer data; and

storing the customer data in the report database.

38. The method, as set forth in claim 29, further comprising:

capturing participating dealer information;

generating a dealer message containing the participating dealer information; and

storing the participating dealer information in the report database.

39. The method, as set forth in claim 29, further comprising:

capturing customer credit and financing information;

generating a customer credit message containing the customer credit and financing information; and

storing the customer credit and financing information in the report database.

40. The method, as set forth in claim 29, further comprising generating a metric report related to the online orders.

41. The method, as set forth in claim 29, further comprising generating a metric report related to the click stream data.

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## IX. EVIDENCE APPENDIX

None.

# X. RELATED PROCEEDINGS APPENDIX

None.